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<b>UTILITY PATENT APPLICATION TRANSMITTAL</b> (Only for new nonprovisional applications under 37 C.F.R. § 1.53(b))		Attorney Docket No. 60021-379401	
		First Inventor	Stephen Dull
		Title	BRAND VALUE MANAGEMENT
		Express Mail Label No.	EV 256131095 US
<b>APPLICATION ELEMENTS</b> See MPEP chapter 600 concerning utility patent application contents.		ADDRESS TO: MS Patent Application Commissioner for Patents P.O. Box 1450 Alexandria, VA 22313-1450	
<div>1. <input checked="" type="checkbox"/> *Fee Transmittal Form (e.g. PTO/SB/17) (Submit an original and a duplicate for fee processing)</div> <div>2. <input type="checkbox"/> Applicant claims small entity status. (See 37 CRF 1.27)</div> <div>3. <input checked="" type="checkbox"/> Specification Total Pages (21) (preferred arrangement set forth below) - Descriptive title of the invention - Cross References to Related Applications - Statement Regarding Fed sponsored R &amp; D - Reference to Microfiche Appendix - Background of the Invention - Brief Summary of the Invention - Brief Description of the Drawings (if filed) - Detailed Description - Claim(s) - Abstract of the Disclosure</div> <div>4. <input checked="" type="checkbox"/> Drawing(s) (35 U.S.C. 113) Total Sheets (8)</div> <div>5. <input checked="" type="checkbox"/> Oath or Declaration a. <input checked="" type="checkbox"/> Newly executed (original or copy) b. <input type="checkbox"/> Copy from a prior application (37 C.F.R. § 1.63(d)) i. <input type="checkbox"/> <u>DELETION OF INVENTOR(S)</u> Signed statement attached deleting inventor(s) named in the prior application, see 37 C.F.R. §§ 1.63(d)(2) and 1.33(b).</div> <div>6. <input checked="" type="checkbox"/> Application Data Sheet. See 37 CFR 1.76</div> <div>7. <input type="checkbox"/> CD-ROM or CD-R in duplicate, large table or Computer Program (Appendix)</div> <div>8. Nucleotide and/or Amino Acid Sequence Submission (If applicable, all necessary) a. <input type="checkbox"/> Computer Readable Copy b. Specification Sequence Listing on: i. <input type="checkbox"/> CD-ROM or CD-R (2 copies); or ii. <input type="checkbox"/> Paper c. <input type="checkbox"/> Statements verifying identity of above copies</div>			
<b>ACCOMPANYING APPLICATION PARTS</b>			
<div>9. <input type="checkbox"/> Assignment Papers (cover sheet &amp; document(s))</div> <div>10. <input type="checkbox"/> 37 C.F.R. § 3.73(b) Statement <input type="checkbox"/> Power of Attorney (when there is an assignee)</div> <div>11. <input type="checkbox"/> English Translation Document (if applicable)</div> <div>12. <input type="checkbox"/> Information Disclosure Statement (IDS)/PTO-1449 <input type="checkbox"/> Copies of IDS Citations</div> <div>13. <input type="checkbox"/> Preliminary Amendment</div> <div>14. <input checked="" type="checkbox"/> Return Receipt Postcard (MPEP 503) (Should be specifically itemized)</div> <div>15. <input type="checkbox"/> Certified Copy of Priority Document(s) (if foreign priority is claimed)</div> <div>16. <input type="checkbox"/> Other: _____</div>			
<b>17. If a CONTINUING APPLICATION</b> , check appropriate box, and supply the requisite information below and in a preliminary amendment, or in an Application Data Sheets under 37 CFR 1.76: <input type="checkbox"/> Continuation <input type="checkbox"/> Divisional <input type="checkbox"/> Continuation-in-part (CIP) of prior application no.: _____ Prior application information: Examiner: _____ Group / Art Unit: _____ <b>For CONTINUATION or DIVISIONAL only:</b> The entire disclosure of the prior application, from which an oath or declaration is supplied under Box 5b, is considered a part of the disclosure of the accompanying continuation or divisional application and is hereby incorporated by reference. The incorporation can only be relied upon when a portion has been inadvertently omitted from the submitted application parts.			
<b>18. CORRESPONDENCE ADDRESS</b>			
<input checked="" type="checkbox"/> Customer No. or Bar Code Label		29838 (insert Customer No. or Attach bar code label here)	
or <input type="checkbox"/> Correspondence address below			
Address		Oppenheimer Wolff & Donnelly LLP 45 South Seventh Street, Suite 3300	
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		Registration No. (Attorney/Agent)	48,740
Signature			Date
			March 19, 2004

2858 U.S. PTO  
10/804720

031904

**FEE TRANSMITTAL****for FY 2004**

Patent fees are subject to annual revision.

Applicant Claims Small Entity

**TOTAL AMOUNT OF PAYMENT \$1,136.00***Complete if Known*

Application Number

Filing Date

First Named Inventor

Examiner Name

Group Art Unit

Attorney Docket No.:

Herewith

Stephen Dull

60021-341701

**METHOD OF PAYMENT**1. ☒ Authorized to charge indicated fees or creditDeposit  
Acct No.  
Name:**50-1901****Oppenheimer Wolff &  
Donnelly LLP**☒ Charge Any Add'l Fee Required  
Under 37 CFR 1.16 and 1.172. ☐ Payment Enclosed:Check ☐ Credit ☐**FEE CALCULATION****1. BASIC FILING FEE**

Large Entity Fee	Small Entity Fee	Fee description	Fee Paid
770	385	Utility filing fee	\$770.00
340	170	Design filing fee	
530	265	Plant filing fee	
770	385	Reissue filing fee	
160	80	Provisional filing fee	
<b>SUBTOTAL (1)</b>			<b>\$770.00</b>

**2. EXTRA CLAIM FEES**

	Extra Claims	Fee	Fee Paid
Claims 26 - 20 =	6	18/9	\$108.00
Ind. Claims 6 - 3 =	3	86/43	\$258.00
Multiple Dependent	290/145		

Large Entity Fee (\$)	Small Entity Fee (\$)	Fee Description
18	9	Claims in excess of 20
86	43	Independent claims in excess of 3
290	145	Multiple dependent claim
86	43	** Reissue independent claims over original patent
18	9	** Reissue claims in excess of 20 and over original patent

**SUBTOTAL (2) \$366.00**

\*\*or number previously paid, if great; For Reissues, see above

**FEE CALCULATION (continued)****3. ADDITIONAL FEES**

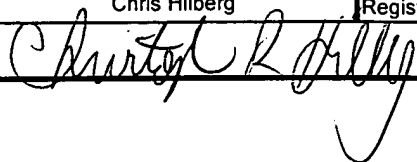
Large Entity Fee Code	Large Entity Fee (\$)	Small Entity Fee Code	Small Entity Fee (\$)	Fee Description	Fee Paid
1051	130	2051	65	Surcharge - late filing fee or oath	
1052	50	2052	25	Surcharge - late provisional filing fee or cover sheet	
1053	130	1053	130	Non-English specification	
1812	2,520	1812	2,520	Filing a request for <i>ex parte</i> reexamination	
1804	920*	1804	920*	Requesting publication of SIR prior to Examiner action	
1805	1,840*	1805	1840*	Requesting publication of SIR after Examiner action	
1251	110	2251	55	Extension for reply within first month	
1252	420	2252	210	Extension for reply within second month	
1253	950	2253	475	Extension for reply within third month	
1254	1,480	2254	740	Extension for reply within fourth month	
1255	2,010	2255	1,005	Extension for reply within fifth month	
1401	330	2401	165	Notice of Appeal	
1402	330	2402	165	Filing a brief in support of an appeal	
1403	290	2403	145	Request for oral hearing	
1451	1,510	1451	1,510	Petition to institute a public use proceeding	
1452	110	2452	55	Petition to revive - unavoidable	
1453	1,330	2453	665	Petition to revive - unintentional	
1501	1,330	2501	665	Utility issue fee (or reissue)	
1502	480	2502	240	Design issue fee	
1503	640	2503	320	Plant issue fee	
1460	130	1460	130	Petitions to the Commissioner	
1807	130	1807	130	Processing fee under 37 CFR 1.17(q)	
1806	180	1806	180	Submission of Information Disclosure Stmt	
8021	40	8021	40	Recording each patent assignment per property (times number of properties)	
1809	770	2809	385	Filing a submission after final rejection (37 CFR 1.129(a))	
1810	770	2810	385	For each additional invention to be examined (37 CFR 1.129(b))	
1801	770	2801	385	Request for Continued Examination (RCE)	
1802	900	1802	900	Request for expedited examination of a design application	
Other fee (specify) _____					
*Reduced by Basic Filing Fee					
<b>SUBTOTAL (3)</b>					<b>\$0.00</b>

**SUBMITTED BY**

Name

Chris Hilberg

Signature



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Date: March 19, 2004

*Complete (if applicable)*

UTILITY PATENT  
IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant : Stephen Dull  
Ser. No. :  
Filed : Herewith  
Title : BRAND VALUE MANAGEMENT  
Docket No : 60021-379401

**CERTIFICATE OF EXPRESS MAIL**

EXPRESS MAIL Mailing Label Number: EV 256131095 US  
Date of Deposit: March 19, 2004

I hereby certify that these papers and fee(s) are being deposited with the United States Postal Service "Express Mail Post Office to Addressee" service under 37 CFR 1.10 on the date indicated above and are addressed to the Mail Stop Patent Application, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

Paper(s) Enclosed:

- ☒ Certificate of Express Mail
- ☒ Postcard
- ☒ Executed Declaration
- ☒ Patent Application, including Specification (15 pgs.), claims (5 pgs.), and abstract (1 pg.)
- ☒ Eight sheets of informal drawings
- ☒ Application Data Sheet

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